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SUMMARY OF 1984 PROVINCIAL TOURISM

Tourism revenue reached $2.325 billion in 1984. Revenue was from direct expenditures of visitors and does not take into account any multiplier effect.

Total overnight visitors travelling in British Columbia during 1984 was 12.2 million.* The average length of stay in British Columbia was five days.

Resident travellers formed the largest group in both revenue and number of person-trips accounting for $995 million or 43% of total tourism revenue and 5.6 million or 46% of total person-trips.

Six hundred and sixty-five million dollars was spent by the 3.16 million visitors from other Canadian provinces and the territories.

Visitors from the United States accounted for 2.97 million person-trips and contributed $470 million to tourism revenue.

Overseas visitors accounted for 470,000 person-trips and $195 million in tourism revenue.

Tourism is the third largest revenue generating industry after forestry and mining in British Columbia. Its revenue position has remained constant over much of the last decade. In 1984 tourism revenue rose 7.9% over 1983 levels. It constituted approximately 5% of the gross provincial product.

Tourism contributes to a number of non-economic goals, generating a greater awareness of the province's physical resources and its cultural and historical heritage. Tourism promotes increased international understanding and national unity.

Tourism is an earner of foreign exchange through visitors from other countries buying goods and services in foreign currencies.

* The term visitor is used synonymously with person-trip. For definitions please refer to the glossary of terms.

I TOURISM REVENUE AND VISITOR VOLUME IN BRITISH COLUMBIA

Tourism revenue in British Columbia totalled $2.325 billion in 1984. British Columbia residents represented the most significant tourist market accounting for $995 million or 43% of total revenues. Non-resident tourists contributed $1.33 billion and made 6.6 million person-trips to the province.

All revenue estimates are from direct expenditures of visitors and do not take into account any multiplier effects.

The following tables show the percentage of revenue and person-trips by origin in 1984 and breakdown of revenue and person-trips by visitor origin in 1984 compared to 1983:

Table I

PROPORTION OF 1984 REVENUES AND VISITOR VOLUMES BY MARKET AREAS

	REVENUE ($000,000)	%	VISITORS PERSON-TRIPS ('000)	%
British Columbia Residents	995	43.0	5,600	46.0
Canadian	665	29.0	3,160	26.0
United States	470	20.0	2,970	24.0
Overseas	195	8.0	470	4.0
	2,325	100.0	12,200	100.0

Table II

1984 REVENUES AND VISITOR VOLUMES COMPARED TO 1983

	REVENUE ($000,000)			VISITORS PERSON TRIPS ('000)		
	1983	1984	% CHANGE	1983	1984	% CHANGE
British Columbia Residents	955	995	+4.2	5,550	5,600	+0.9
Canadian	610	665	+9.0	3,010	3,160	+5.0
United States	415	470	+13.0	2,795	2,970	+6.3
Overseas	175	195	+11.4	445	470	+5.6
Total Non-Residents	1,200	1,330	+10.8	6,250	6,600	+5.6
Total	2,155	2,325	+7.9	11,800	12,200	+3.3

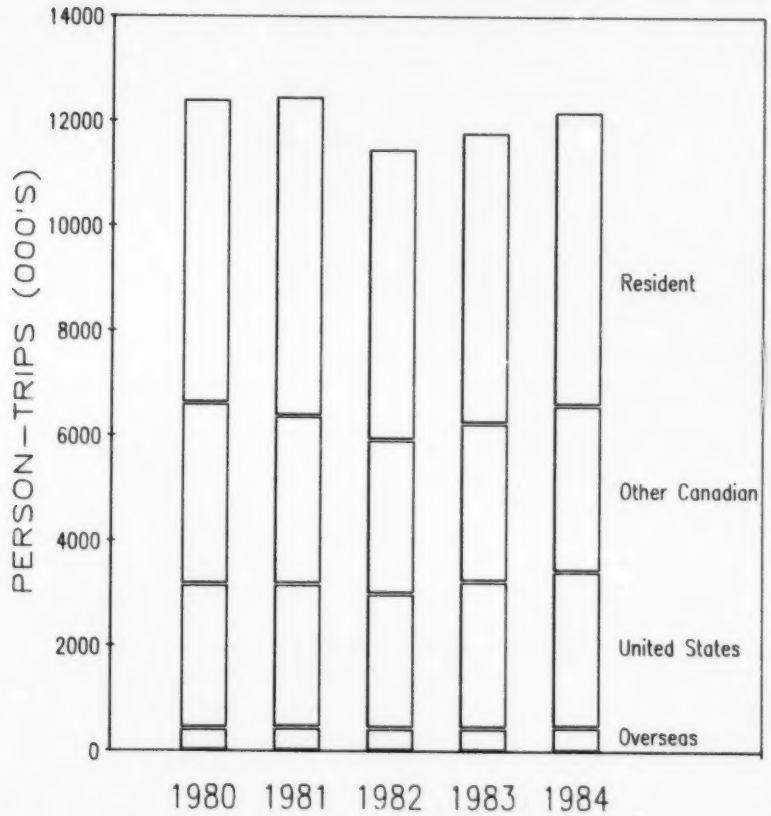
VOLUME OF VISITORS BY ORIGIN 1980–1984

British Columbia residents continued to maintain the largest market share of visitors accounting for 46% of the total visitors in 1984.

The total volume of visitors continues to improve since the decline experienced in 1982 and a recovery to pre-1982 levels has nearly been completed. In 1984 the volume of visitors from overseas countries and the United States has exceeded previous years.

Figure 1

VOLUME OF VISITORS BY ORIGIN 1980–1984



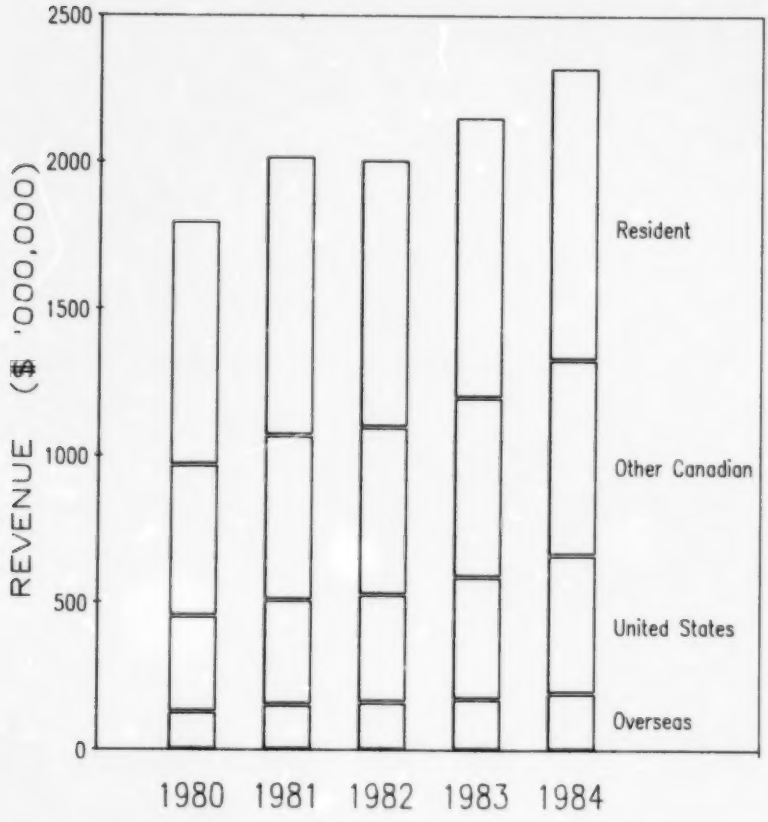
VISITOR ORIGIN	PERSON-TRIPS ('000)				
	1980	1981	1982	1983	1984
British Columbia Resident	5,800	6,100	5,550	5,550	5,600
Other Canadian	3,450	3,200	2,930	3,010	3,160
United States	2,735	2,725	2,560	2,795	2,970
Overseas	440	455	440	445	470
Total	12,425	12,480	11,480	11,800	12,200

REVENUE BY VISITOR ORIGIN 1980–1984

Tourism revenue increased annually until 1982 when a slight decline was experienced due to a reduction in travel from all visitor origins. In 1984 visitor volumes increased from all markets and contributed to an increase in revenue. British Columbia residents continued to maintain the largest market share accounting for 43% of total revenue in 1984.

Figure 2

REVENUE BY VISITOR ORIGIN 1980–1984



VISITOR ORIGIN	TOURISM REVENUE ($000,000)				
	1980	1981	1982	1983	1984
British Columbia Resident	830	950	910	955	995
Other Canadian	515	560	570	610	665
United States	325	355	365	415	470
Overseas	130	155	164	175	195
Total	1,800	2,020	2,009	2,155	2,325

Table III

PER DIEM EXPENDITURE, AVERAGE LENGTH OF STAY AND EXPENDITURE PER PERSON-TRIP BY ORIGIN OF VISITORS

VISITOR ORIGIN	PER DIEM EXPENDITURE ($)	AVERAGE LENGTH OF STAY (DAYS)	EXPENDITURE PER PERSON-TRIP ($)
British Columbia Resident	44	4.0	175
Other Canadian	31	6.8	210
United States	37	4.2	155
Overseas	40	10.0	405
Average	38	5.0	190

NOTE: Figures are rounded

Visitors to British Columbia spend varying amounts of money depending on the form of accommodation and transportation used, the purpose of the trip, volume of shopping and expenditures on recreation and entertainment. For the purposes of calculating a daily expenditure for visitors, costs are averaged amongst all travellers.

It should be noted that the average per diem expenditure of $38.00 is for each person in the travel party. For example a family of four, two adults with two children, would spend $152.00 per day.

II REGIONAL MARKET SHARE

British Columbia is divided into nine geographic areas for the purpose of encouraging tourist promotion at the regional level. (See page 19 for further information on regions.)

The majority of our visitors stay in more than one tourist region. The nine tourist regions host travellers to varying degrees. Together Vancouver Island and Southwestern British Columbia accommodated half of the total visitors in the province in 1984.

The table and figure which follow indicate the number of visitors and the amount of revenue they generate in each region.

In 1984, the two northern tourism regions of the province G and H realigned their boundaries and the map on page 7 reflects this change. Three regions have adopted a new name. The former and present names of each is as follows:

(D) Kootenay Boundary now Kootenay Country
(E) Thompson Country now High Country
(G) British Columbia Yellowhead 16 now North by Northwest

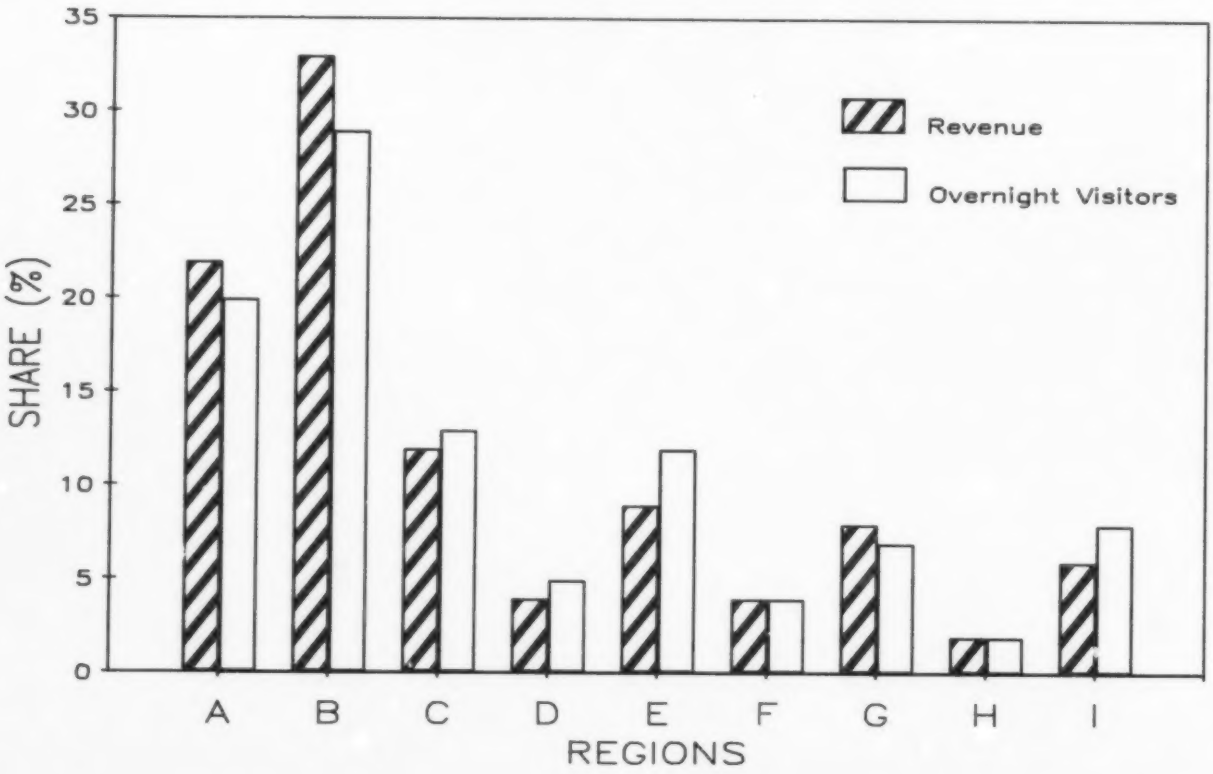
Table IV

REGIONAL MARKET SHARE IN 1984

REGION		REVENUE ($000,000)	PERSON-TRIPS ('000)
A	Vancouver Island	505	2,465
B	Southwestern British Columbia	765	3,595
C	Okanagan-Similkameen	275	1,540
D	Kootenay Country	95	550
E	High Country	210	1,445
F	Cariboo	90	495
G	North by Northwest	185	825
H	Peace River, Alaska Highway	60	300
I	British Columbia Rocky Mountain	140	985
	Total	2,325	12,200

Figure 3

REGIONAL MARKET SHARE IN 1984



A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

III EXPENDITURE BREAKDOWN

The average per diem expenditure by each visitor in 1984 was $38.00. Transportation costs made up the largest share of the expenditure followed by restaurant meals, accommodation, shopping, recreation and entertainment and groceries.

Table V

EXPENDITURES BY TYPE IN 1984

	EXPENDITURES ($'000,000)	PROPORTION OF TOTAL EXPENDITURE
Transportation	558	24%
Restaurant meals	535	23%
Accommodation	465	20%
Shopping	372	16%
Recreation/Entertainment	209	9%
Groceries	186	8%
Total	2,325	100%

These expenditures realized $558 million to the transportation sector, $535 million to food services establishments, $465 million within the accommodation sector and $767 million to recreation, entertainment, shopping and other personal services.

The "tourism plant" which receives these revenues is quite diverse, encompassing more than 10,000 businesses which cater directly to visitors. These operations range from full service hotels to fishing camps and from transcontinental airlines to taxi companies.

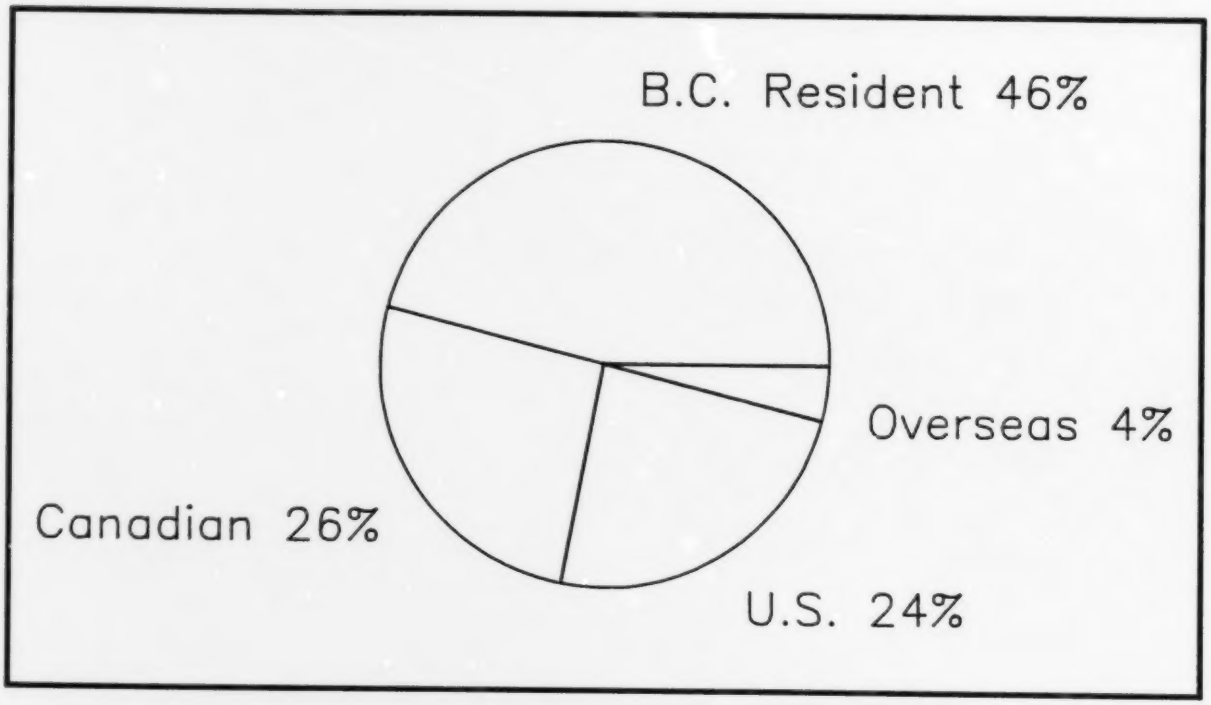
The Province of British Columbia receives revenue through taxation. The travel industry contributes in various ways including the hotel room tax of 7% and social service tax including 7% tax on meals over $7.00 and 7% sales tax on retail purchases. In the fiscal year 1983/84 $23.2 million was collected through hotel room tax.

IV BRITISH COLUMBIA TOURISM MARKET AREAS

The major tourism market areas for British Columbia are British Columbia residents, other Canadians, the U.S. and overseas countries. Residents of Alberta and Ontario are the major domestic markets and residents of Washington, Oregon and California comprise the major U.S. market. The overseas market primarily includes the United Kingdom, West Germany and Japan.

Figure 4

BRITISH COLUMBIA TOURISM MARKET SHARES — VISITOR VOLUME



1. BRITISH COLUMBIA RESIDENTS

British Columbia residents are frequent travellers within and outside the province. British Columbia residents constituted the largest segment of travellers in the province with over 5.6 million person-trips in 1984 or 46% of total person-trips. There was a slight increase in the number of person-trips made by residents in 1984 from 1983, however the volume has not attained the levels of 1980 and 1981.

A survey on British Columbia residents' travel patterns within the province was undertaken in 1984. The survey indicated the major attractions for travelling within the province include proximity to home, good camping opportunities, fishing and outdoor activities and lots of things to do. Most travel is completed by automobile. Ordering procedures for this study are noted on the final page.

The activities British Columbia residents participate in are visiting friends and relatives and museums, sightseeing and outdoor activities such as fishing in lakes or streams and hiking.

2. OTHER CANADIANS

In 1984 other Canadian travellers accounted for over 3.1 million person-trips, an increase of 5.0% from the 1983 volume of 3.0 million person-trips. The neighbouring province of Alberta provides British Columbia with its largest single group of non-resident travellers. Albertan residents take shorter but frequent trips to British Columbia. They enjoy water-based activities and taking their families on vacation. The volume of travel although improving from the declines experienced in 1982 and 1983 has not attained the levels of 1980 and 1981.

The two tables which follow indicate the number of Canadians entering British Columbia from the United States and other provinces. It should be noted that these numbers also include British Columbia residents returning home. There was a decline in travel by Canadians and British Columbia residents to the U.S. and overseas countries in 1984 reversing two consecutive years of increase.

Table VI

CANADIAN RESIDENTS ENTERING BRITISH COLUMBIA VIA THE UNITED STATES

YEAR	NUMBER OF RESIDENTS
1984	8,084,440
1983	9,061,337
1982	6,845,438
1981	6,370,082
1980	6,858,269

Source: Travel Between Canada and Other Countries, Statistics Canada.

Table VII

TRANS-CANADA HIGHWAY 1 — WESTBOUND TRAFFIC THROUGH ROGERS PASS, BRITISH COLUMBIA

YEAR	PASSENGERS IN VEHICLES*
1984	1,294,126
1983	1,170,331**
1982	1,233,724
1981	1,369,182
1980	1,471,984

* During summer months, traffic recording procedures are suspended for passengers. During this period vehicle counts only are taken, therefore estimates are necessitated.

** A road closure in July, 1983 has affected traffic levels.

Source: Parks Canada.

3. UNITED STATES

In 1984, the volume of person-trips by United States visitors increased 6.3% from 2.79 million in 1983 to 2.97 million in 1984. British Columbia's major markets in the United States are the western states of Washington, Oregon and California.

A research study on Washington and Oregon residents' travel patterns was undertaken in 1984. These two states because of their proximity to British Columbia are important market areas for the province. Summer is the most popular period for taking a vacation. They take vacations to relax and sightsee. British Columbia attracts travellers from Washington and Oregon seeking a good place for enjoying the outdoors, camping, taking the family and for going to new places. Ordering procedures for this study are noted on the final page.

Tables VIII and IX show the volume of United States residents entering British Columbia through the international border crossings.

Table VIII

U.S. RESIDENTS ENTERING B.C. FOR ONE OR MORE NIGHTS BY ALL MODES OF TRANSPORTATION

YEAR	NUMBER OF RESIDENTS
1984	1,791,466
1983	1,686,450
1982	1,541,593
1981	1,633,576
1980	1,660,168

Source: Travel Between Canada and Other Countries, Statistics Canada.

Table IX

TOTAL UNITED STATES RESIDENTS ENTERING BRITISH COLUMBIA VIA THE UNITED STATES BY ALL MODES OF TRANSPORTATION*

YEAR	NUMBER OF RESIDENTS
1984	3,525,092
1983	3,452,999
1982	3,221,551
1981	3,523,697
1980	3,380,926

* Includes same day and longer term travel.

Source: Travel Between Canada and Other Countries, Statistics Canada.

4. OVERSEAS

In 1984, overseas visitors to British Columbia totalled 470,000 person-trips or 4% of total person-trips. This represents an increase of over 5% from the 1983 volume of 445,000. Expenditures by visitors from overseas countries rose from $175 million in 1983 to $195 million in 1984.

British Columbia's major overseas markets are the United Kingdom, Japan and West Germany. The increasing availability of direct international air travel to British Columbia from overseas countries has facilitated the growth of the overseas market area.

Table X

ORIGIN OF OVERSEAS VISITORS TO B.C.

COUNTRY OF ORIGIN	RANK IN VISITOR VOLUME TO BRITISH COLUMBIA
United Kingdom	1
Japan	2
West Germany	3
Hong Kong	4
Australia	5
Netherlands	6

Source: Travel Between Canada and Other Countries, Statistics Canada and Ministry of Tourism.

V LENGTH OF STAY

Travellers in British Columbia spent an average of five days touring the province. The length of stay varies by origin of traveller. While touring the province visitors stayed a total of over 61 million nights in British Columbia.

Table XI

LENGTH OF STAY AND PERSON-NIGHTS BY VISITOR ORIGIN

	AVERAGE LENGTH OF STAY PER TRIP (DAYS)	PERSON-NIGHTS ('000)	%
British Columbia residents	4.0	22,400	37
Canadian	6.8	21,488	35
United States	4.2	12,474	20
Overseas	10.0	4,700	8
Total	5.0	61,062	100

The seasonal distribution of tourists is estimated to be as follows:

Spring (April–May)	15%
Summer (June–September)	56%
Fall (October–November)	11%
Winter (December–March)	18%

VI ACCOMMODATION

British Columbia offers all types of accommodation for visitors ranging from rustic cabins at hunting and fishing camps to luxury accommodation at vacation resorts. There are 2,143 of these establishments providing over 81,000 accommodation units registered in the Tourism British Columbia Accommodation Guide. (1984 accommodation inventory statistics are not available and the 1983 inventory does not reflect boundary changes implemented in 1984 by regions G and H.)

Table XII

1983 ACCOMMODATION ESTABLISHMENTS BY REGION

Region	Hotel	Motel	Resort	Campground	Total
A Vancouver Island	94	139	113	107	453
B Southwestern British Columbia	116	119	23	60	318
C Okanagan-Similkameen	36	168	33	89	326
D Kootenay Country	19	60	22	45	146
E High Country	23	89	65	80	257
F Cariboo	15	47	95	92	249
G North by Northwest	38	62	45	54	199
H Peace River Alaska Highway	16	34	13	10	73
I British Columbia Rocky Mountain	16	54	27	25	122
Total Province	373	784	436	562	2,143

Note: There are some double classifications, e.g. a combination motel and campground operation is listed under two categories.

Table XIII

1983 ACCOMMODATION UNITS BY REGION *

Region	Hotel	Motel	Resort	Campground	Total
A Vancouver Island	6,685	5,423	1,385	6,043	19,536
B Southwestern British Columbia	12,577	3,343	229	3,572	19,721
C Okanagan-Similkameen	2,621	4,136	435	5,703	12,895
D Kootenay Country	776	967	148	1,894	3,785
E High Country	1,679	2,344	647	3,807	8,477
F Cariboo	701	867	730	2,227	4,525
G North by Northwest	2,451	1,530	319	1,698	5,998
H Peace River Alaska Highway	1,074	949	113	278	2,414
I British Columbia Rocky Mountain	784	1,102	914	1,734	4,534
Total Province	29,348	20,661	4,920	26,956	81,885

* A unit is an individual space available for housing, i.e. room, campsite and may accommodate one or more persons per space.

The percentage of hotel occupancy on a province wide basis in 1984 increased by 3.0% from 1983. Average daily room rates increased 4.1% in 1984 from the previous year.

Revenue from room sales, derived from hotel and motor hotel guest rooms rented for part day, full day, weekly or longer, increased by 7.8% from 1983.

Table XIV

ANNUAL OCCUPANCY OF HOTELS AND ROOM RATE IN BRITISH COLUMBIA
1980–1984

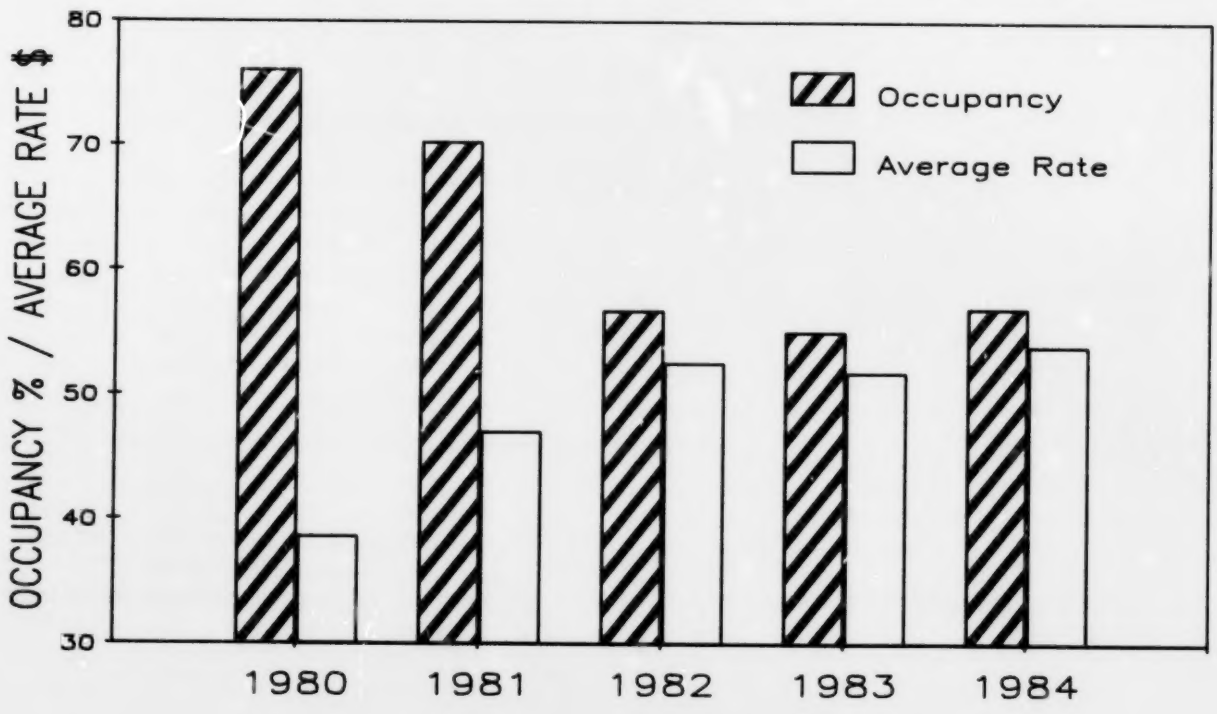
	% of Occupancy	% Change Over Previous Year	Average Daily Room Rate	% Change Over Previous Year
1984	57.1	+3.0	54.04	+4.1
1983	55.2	−1.2	51.92	−1.4
1982	56.9	−18.5	52.68	+11.8
1981	70.4	−5.6	47.13	+21.6
1980	76.2	+4.4	38.73	+20.6

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

The year 1981 was the start of a decline in occupancies to record lows in 1982 and 1983. Occupancy levels in 1984 have improved and exceeded 1982 and 1983 levels. The average daily room rate for hotels has continued to rise annually with the exception of 1983. Declining occupancy levels were preceded by room rates which increased well above inflation levels. Since 1980 the average room rate has increased 39.5%.

Figure 5

ROOM OCCUPANCY AND AVERAGE RATE FOR HOTELS IN BRITISH COLUMBIA



The hotel industry is highly seasonal. The average monthly hotel occupancy rates exceeded 65% in only four months of 1984. August was the peak month.

Table XV

1984 MONTHLY OCCUPANCY OF HOTELS IN THE PROVINCE

	% of Occupancy	% of Change from 1983
January	39.8	+7.0
February	48.2	+6.8
March	54.2	+5.6
April	53.7	+0.6
May	60.4	+5.5
June	65.8	+1.1
July	73.9	+2.5
August	80.2	+6.5
September	71.3	+0.8
October	59.2	+7.1
November	48.4	−2.8
December	35.8	0.0
Average monthly occupancy	57.1	+3.0

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

Hotel occupancy varies at the regional levels. Only two regions, Southwestern British Columbia and British Columbia Rocky Mountain have met or surpassed the provincial performance in 1984.

Table XVI

1984 ANNUAL REGIONAL HOTEL OCCUPANCY

REGION	% of Occupancy	% of Change from 1983
A Vancouver Island	53.6	+6.7
B Southwestern British Columbia	63.2	+2.7
C Okanagan-Similkameen	48.9	+3.0
D Kootenay Country	†	†
E High Country	48.8	+2.3
F Cariboo	40.8	+4.1
G North by Northwest	46.6	−4.2
H Peace River Alaska Highway	40.4	−3.1
I British Columbia Rocky Mountain	58.4	+2.3
Provincial average	57.1	+3.0

† Sample not large enough to provide representative figure.

Source: Trends in the Hotel Industry British Columbia, Pannell Kerr Forster Management Consultants.

The monitoring of occupancy in the motel industry was discontinued in 1980 due to difficulties in obtaining sufficient information to produce statistically valid results. At present there is no monitoring of commercial campground use in British Columbia. Provincial parks are monitored for day use and campground usage. In 1984, over two million campers stayed in provincial parks.

VII CONVENTIONS AND INCENTIVE TRAVEL, SKI INDUSTRY AND FILM DEVELOPMENT

There are a wide variety of services provided by the public and private sectors which encourage growth in tourism revenues.

Meetings and conference business and incentive travel generates an estimated total of $250 million in revenue annually in British Columbia. When operational in 1987, the Vancouver Trade and Convention Centre will contribute to the availability of facilities for conventions in British Columbia and will attract and support significant business travel to the province.

There are over 75 ski centres in British Columbia varying from local community centres and regional ski centres to destination resorts. In 1984 an estimated revenue of approximately $300 million was derived from skier expenditures at these ski centres.

The British Columbia ski industry is strongly supported by British Columbia residents skiing at centres throughout the province. About 65% of all skiers originate in British Columbia and about 35% are primarily from two areas, Alberta and Washington State. A survey of skiers in British Columbia indicated the province to be a location catering to the regional and destination skier markets. Ski area services were ranked "good" to "very good" and facilities were ranked "satisfactory" to "good". The male female ratio of skiers is 60:40 and skiing attracts persons of all ages.

Feature film, television and commercial productions with budgets totalling up to $40 million were undertaken at various locations in the province. Varying amounts of these budgets are spent in communities for hotels and restaurants, rental cars and equipment, and shopping. When these productions are screened, they also show British Columbia to audiences of potential customers in the travel market place.

VIII EMPLOYMENT

The tourism and hospitality industry involves a wide variety of establishments employing a diversely skilled labour force serving both visitors and residents on day trips as well as overnight visits. These businesses employ almost 126,000 people in the peak season or 10% of the provincial labour force. Food and beverage establishments provide half the total industry employment. Waiters, waitresses, hosts and hostesses are the largest single occupation group accounting for over 31% of total employment.

Table XVII shows the number of person years of employment in the tourism/hospitality industry in 1984. There are approximately 100,000 person years of employment in both full and part-time positions combined.

Table XVII

EMPLOYMENT IN THE TOURISM/HOSPITALITY INDUSTRY BY SECTOR

SECTOR	Total Person Years*
Accommodation	
Without food and beverage	5,226
With food and beverage	24,859
Food and beverage	51,837
Travel trade	2,821
Events and attractions	2,394
Outdoor recreation	7,052
Transportation	9,120
TOTAL	103,309

* Person years is a measure of employment converting the number of part-time hours of employment into full-time hours of employment.

Source: Adapted from Travel Industry Development Subsidiary Agreement (T.I.D.S.A.) study "Tourism Education and Manpower Needs Assessment".

Restaurant, caterer and tavern receipts for chain and independent businesses in British Columbia as reported by Statistics Canada totalled $1.4 billion in 1984, an increase of 6.8% over the previous year.

In 1984, the total value of construction work purchased in British Columbia for hotels, clubs, restaurants, cafeterias and tourist cabins was $95.2 million and for theatres, arenas, amusement and recreational buildings, $310.4 million. In preparation for Expo 86, construction, upgrading and expansion in the accommodation sector in Greater Vancouver continues.

IX OUTLOOK FOR TOURISM IN BRITISH COLUMBIA

The volume of travel to British Columbia is affected by such factors as the position of Canadian currency on the world market, strategies of competing markets to capture potential travel to British Columbia, and costs of travel to and within the province.

In 1984 the volume of travel to British Columbia increased 3.3%. Each of the market areas contributed to this increase. The outlook for 1985 is for an increase of the same magnitude with each market area improving their performance over the previous year. The greatest gain is expected in the U.S. market.

With the advent of the world exposition in Vancouver in 1986, Expo 86, visitor volume is anticipated to rise by over 10% above 1985 levels. All market areas are expected to contribute to this increase.

X SOURCES OF FURTHER INFORMATION ON TOURISM IN BRITISH COLUMBIA

Each regional tourist association employs a managing director to develop and promote tourism. Information on local tourism may be obtained by contacting:

REGIONAL TOURIST ASSOCIATION/MANAGING DIRECTORS

Region A Vancouver Island	Mrs. Joyce Brookbank Tourism Assoc. of Vancouver Island Rm M 36, 635 Humboldt Street Victoria, B.C. V8W 1A7	382-3551
Region B Southwestern	Mr. John Jennings Tourism Assoc. of Southwestern B.C. Box 48610 (2nd floor, 1425 West Pender Street) Vancouver, B.C. V7X 1A3	688-3677
Region C Okanagan Similkameen	Ms. Deanna Merrick Okanagan Similkameen Tourist Assoc. Jubilee Pavilion (185 Lakeshore Drive) Penticton, B.C. V2A 1B7	492-6611
Region D Kootenay Country	Mr. Roy Shields Kootenay Country Tourist Assoc. R.R.#1 Site 2 — 11 (Castlegar Airport) Castlegar, B.C. V1N 3H7	365-8486
Region E High Country	Mr. Duncan Myers High Country Tourism Assoc. Box 298 (670 — 11th Street N.E.) Salmon Arm, B.C. V0E 2T0	832-8028
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Region G North by Northwest	Ms. Wendy Moore Harnden North by Northwest Tourism Association of B.C. P.O. Box 1030 (1277 Main Street) Smithers, B.C. V0J 2N0	847-5227
Region H Peace River Alaska Hwy	Mr. Walter Slany Peace River Alaska Hwy Tourist Assoc. 9900 — 100 Avenue Fort St. John, B.C. V1J 1Y5	785-2544
Region I B.C. Rocky Mountain	Mr. Don Foxgord Rocky Mountain Visitors Assoc. of B.C. P.O. Box 10 (495 Wallinger Avenue) Kimberley, B.C. V1A 2Y5	427-7469

XI GLOSSARY OF TERMS

The following terms are used in this publication:

Business Travellers	Travellers whose primary objective is to carry out the duties of their employment or to further their business or professional interests and who travel away from their normal place of residence, stay a minimum of one night away from home and then return.
Campgrounds and trailer parks	Provide sites for tents and/or recreational vehicles. They may be publicly or privately owned and operated. Residential trailer parks are not included.
Daily Expenditure	This refers to the amount of money spent per person in one day for transportation, accommodation, meals, groceries, recreation, entertainment and gifts, etc. while travelling.
Hotels	Commercial establishments in which units are usually accessible from the interior. This definition includes motor hotels, motor inns and apartment hotels.
Mode of travel	The type of transportation used by travellers to travel the furthest distance on the trip.
Motels	Commercial establishments in which units are accessible from the interior or exterior and which provide parking for guests. This includes auto courts and motor courts.
Non-resident Traveller	A person who travels in British Columbia but does not reside in the province.
Other Canadian Traveller	Does not reside in British Columbia but lives in one of the other provinces or territories of Canada.
Overnight visitor	A person who travels away from his/her normal place of residence and stays a minimum of one night away from home (see person-trip).
Overseas Traveller	Person who resides in a country other than Canada or the United States and its territories.
Party size	The number of people who consider themselves as travelling together on the trip.
Person-nights	A derived measure to indicate the total number of nights spent by persons on the trip. Person-nights are calculated by multiplying person-trips by trip duration.
Person-trip	One person making a trip of one or more nights e.g. a person travelling alone equals one person-trip, a family of five persons travelling together equals five person-trips (see "trips").
Pleasure Travellers	Travellers whose primary objective is either recreation or personal affairs as opposed to business. This category includes travellers on vacation, weekend recreation trips, visiting friends or relatives or shopping for personal goods.
Resident Traveller	A person who resides in British Columbia and travels away from his/her normal place of residence for any purpose, stays a minimum of one night away and then returns.
Resorts, lodges	Establishments which offer recreational activities in addition to accommodation. They may be open in summer, winter or year round and include lodges, cottages, cabins, fishing and hunting camps and guest ranches.
Revenue	Total expenditures by tourists travelling in British Columbia.
Tourist	Synonymous with traveller or visitor and is defined as any individual who travels away from his/her normal place of residence for any purpose and stays a minimum of one night away from home.
Tourist region	The province is divided into nine tourist regions for tourism development and promotional purposes.
Trip	A trip occurs every time an individual or group travels away from his or their normal place of residence for any purpose and stays a minimum of one night away from home and then returns.

Trip duration/ length of trip	The total number of days or nights spent away from home during the trip.
Trip expenditure Per person per day	Is calculated by dividing the trip expenditure per person by the trip duration.
Trip purpose	The main reason for a trip. Travellers are classified as business or pleasure travellers or both.
United States Traveller	A person who resides in the United States or its territories.

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